

For Immediate Release

Malaysian Designers Hit it Big at the Muslim Fashion Festival (MUFFEST) in Jakarta

Encouraging sales for Six Malaysian designers presenting MODEStyle in Indonesia

Kuala Lumpur, 29 June 2016 – Malaysian Muslimah fashion proved to be a big hit among visitors at the recently concluded Muslim Fashion Festival 2016 (MUFFEST), which recently took place in Jakarta, Indonesia.

A group of six Malaysian designers were invited by Malaysia Fashion Week 2016 (MFW 2016), a project by INTRADE to participate in MUFFEST 2016 as a fashion exchange effort between two of the largest Muslim nations in ASEAN.

“The Malaysian designers who represented the MODEStyle segment of Malaysia Fashion Week did exceptionally well at the exhibition and received much interest and enquiries from various groups, including trade buyers, the media and the public. Indonesia is a very important Muslimah market with a Muslim population of over 200 million and MATRADE am very pleased to have been able to help our designers make headway into this market. I hope they will continue their fine efforts in our upcoming MFW 2016 event in November and to show that Malaysian designers are more than capable in turning heads at international fashion arena. This bodes well for the future of the Malaysian fashion industry in becoming a fashion hub for the region”, said En Abu Bakar Yusof, Director of Lifestyle Section, Malaysia External Trade Development Corporation (MATRADE).

The six designers, Ainibakker by Nor Aini Bakker, Yans Creations by Yani Bakhtiar, I Love Wirda by Wirda Adnan, Azura Couture by Azura Mazaruddin, Durrah Jewellery by Durrah Khalil and Sara J by Sara Jamaludin, showcased fashion apparels and jewellery products during the 5-day exhibition attended by thousands of local and international visitors including trade buyers, representatives of fashion houses, international media, as well as members of the public.

“Through our participation in MUFFEST in Jakarta, we were not only able to help push Malaysian Muslimwear internationally, but also at the same time promote our MFW happening in November this year which is set to showcase a segment for Muslimwear called MODEStyle. The event will be a larger ASEAN-based trade platform for international audience that comprises trade buyers, exhibitors and foreign media”, added En. Bakar.

“As the President of the Bumiputra Designers Association, I am very proud that our Malaysian designers created a big impact at this important event for Muslimah fashion, garnering over 80% in sales at their booths. There is a huge global market for Muslimah wear, and I hope that this success will encourage our designers to aim higher in gaining international recognition. We also hope the world will look to Malaysia as a moderate Muslim country that can offer a myriad of Muslimah wear designs and trends and we welcome them to see more of Malaysian modest wear at MFW in November”, said Mahani Awang, President of Bumiputra Designers Association (BDA).

Muslimah fashion is fast becoming one of the prominent segments in the global fashion industry today. So much so, international designer brands like Dolce & Gabbana, Oscar de la Renta, Tommy Hilfiger, clothing labels and retailers like Mango, Uniqlo and H&M are beginning to embrace Muslimah-oriented fashion designs in their collections.

MFW 2016, which will take place at the MATRADE Exhibition & Convention Centre in Kuala Lumpur from 2-5 November 2016 is the nation's largest trade fashion and lifestyle event under Malaysia External Trade Development Corporation's (MATRADE) annual event called International Trade Malaysia (INTRADE). MFW 2016 is jointly organised by MATRADE and STYLO International in collaboration with Mercedes-Benz STYLO Asia Fashion Week.

Last year, MFW contributed RM127.52 million in potential sales and attracted brands and designers from over 14 countries as well as 9,150 local and international visitors.

Malaysia's exports of fashion and lifestyle products reached RM36.91 billion in 2015, up by 13.2% as compared to RM32.61 billion in 2014. The main industries categorized under the lifestyle sector include textiles, apparels and footwear, furniture, jewellery, cosmetics and toiletries as well as gifts and premium. Exports of this sector were mainly to the USA, Japan, China, Singapore, Turkey, Indonesia, India and Thailand.

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About Malaysia Fashion Week

Malaysia Fashion Week (MFW) is an annual fashion trade event co-organised by MATRADE, the Trade Promotion Agency of Malaysia. Launched in 2014, MFW is the agency's blueprint to fostering the country's growth and commercial strength to be the leading fashion hub in ASEAN region. For more information, log on to www.malaysiafashionweek.my

About MATRADE

MATRADE, the Trade Promotion Agency of Malaysia is responsible for promoting Malaysian enterprises to the world. The organisation is also actively involved in assisting foreign companies to source for suppliers of Malaysian products and services. MATRADE is represented worldwide in more than 46 locations in major commercial cities.

About STYLO International

STYLO was conceived as a lifestyle fringe activity to support Formula 1™ races in the region. It first premiered in Kuala Lumpur as one of the eight great events of the KLGP's exciting '8 on 10' programme to celebrate the 10th Anniversary of F1 in Sepang. Using the tagline 'fashion's merely the excuse', the concept of merging the work of top Malaysian designers, inspirations of international fashion with strongly themed fashion after-parties brought thousands from the region's stylish, fashionable and racing-mad enthusiasts to come together under one roof. The success of STYLO in providing intriguing lifestyle activities surrounding Formula 1™ earned it a place as one of the most glamorous official highlights of the Singapore GP season when the republic held the first Formula 1™ night-race in the world.

About MUFFEST

The Muslim Fashion Festival (MUFFEST) 2016 is an annual Muslim fashion event aimed at strengthening Indonesia's economy through the local Muslim fashion industry. From 25 – 29 May 2016 at South and Southeast Plaza, Senayan, Jakarta, Indonesia, approximately 400 brands will be showcasing a wide variety of Muslim fashion, culinary arts, accessories and many other products related to the Muslim lifestyle in MUFFEST.

MUFFEST supports the Indonesian government's vision to make Indonesia the centre of Muslim fashion worldwide. The festival is hosted by the Indonesian Fashion Chamber (also known as IFC – the biggest designers association in Indonesia), Ditali Cipta Kreatif and supported by the Hijabersmom Community.



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